

# ORDER



**Orders**  
**Order / Rev:** 714494  
**Alt Order #:** 06320885  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 95  
**Flight Dates:** 09/19/12 - 09/25/12  
**Original Date / Rev:** 09/18/12 / 09/19/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	115	\$219,250.00	\$186,362.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	115	\$219,250.00	\$186,362.50	0.00
<b>Totals</b>	<b>115</b>	<b>\$219,250.00</b>	<b>\$186,362.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	09/19/12	09/21/12	M-F 6-7a 6-7a 10 News	CM	6-7a	--WTF--	:30	6	\$350.00	P-3	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		6				\$350.00		0.00			
2	WTSP	09/24/12	09/25/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MT-----	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		4				\$350.00		0.00			
3	WTSP	09/24/12	09/25/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MT-----	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		4				\$400.00		0.00			
4	WTSP	09/19/12	09/21/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	--WTF--	:30	6	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		6				\$400.00		0.00			
5	WTSP	09/24/12	09/25/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MT-----	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		4				\$400.00		0.00			
6	WTSP	09/19/12	09/21/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	--WTF--	:30	6	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		6				\$400.00		0.00			

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 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 95

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTSP	09/24/12	09/25/12	M-F 9-930a 10 News, 9aM 10 News, 9am	CM	9-9:30A	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2			\$200.00			0.00			
8	WTSP	09/19/12	09/21/12	M-F 9-930a 10 News, 9aM 10 News, 9am	CM	9-9:30A	--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3			\$200.00			0.00			
9	WTSP	09/19/12	09/21/12	Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3			\$900.00			0.00			
10	WTSP	09/24/12	09/25/12	Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2			\$900.00			0.00			
11	WTSP	09/24/12	09/25/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MT-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2			\$900.00			0.00			
12	WTSP	09/19/12	09/21/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--WTF--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3			\$900.00			0.00			
13	WTSP	09/24/12	09/25/12	Y&R Young and the Restless	CM	1230-130p	MT-----	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2			\$1,100.00			0.00			
14	WTSP	09/19/12	09/21/12	Y&R Young and the Restless	CM	1230-130p	--WTF--	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		2			\$1,100.00			0.00			
15	WTSP	09/19/12	09/21/12	M-F 4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3			\$800.00			0.00			
16	WTSP	09/24/12	09/25/12	M-F 4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2			\$800.00			0.00			
17	WTSP	09/19/12	09/21/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--WTF--	:30	6	\$550.00	P-3	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		6			\$550.00			0.00			
18	WTSP	09/24/12	09/25/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	4	\$550.00	P-3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		4			\$550.00			0.00			
19	WTSP	09/19/12	09/21/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WTF--	:30	6	\$550.00	P-3	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		6			\$550.00			0.00			
20	WTSP	09/24/12	09/25/12	M-F 530-6p 10 News at 530p	CM	530-6p	MT-----	:30	4	\$550.00	P-3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		4			\$550.00			0.00			
21	WTSP	09/19/12	09/21/12	M-F 6-630p 6-630p 10 News	CM	6-630p	--WTF--	:30	6	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	WTSP	09/19/12	09/21/12	M-F 6-630p 6-630p 10 News	CM	6-630p	--WTF--	:30	6	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$1,000.00		0.00			
22	WTSP	09/24/12	09/25/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MT-----	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$1,000.00		0.00			
23	WTSP	09/19/12	09/21/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	--WTF--	:30	3	\$2,000.00	P-3	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$2,000.00		0.00			
24	WTSP	09/24/12	09/25/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MT-----	:30	2	\$2,000.00	P-3	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$2,000.00		0.00			
25	WTSP	09/25/12	09/25/12	Tue Prime A NCIS	CM	Tue 8-9p	-T-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$10,000.00		0.00			
26	WTSP	09/25/12	09/25/12	Tue Prime B NCIS: Los Angeles	CM	Tue 9-10p	-T-----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$9,000.00		0.00			
29	WTSP	09/20/12	09/20/12	Thu Prime A Big Bang Theory/Big Bang The(7:58 PM-8:30 PM)	CM	Thu 8-9p	---T---	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$9,000.00		0.00			
30	WTSP	09/20/12	09/20/12	Thu Prime A Big Bang Theory/Big Bang Thec	CM	Thu 8-9p	---T---	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$9,000.00		0.00			
31	WTSP	09/20/12	09/20/12	Thu Prime B Two and a Half Men/Two and a	CM	Thu 9-10p	---T---	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$4,500.00		0.00			
32	WTSP	09/20/12	09/20/12	Thu Prime C person of interest	CM	Thu 10-11p	---T---	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$8,000.00		0.00			
33	WTSP	09/21/12	09/21/12	Fri Prime A Undercover Boss	CM	Fri 8-9p	----F--	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$6,000.00		0.00			
34	WTSP	09/21/12	09/21/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	----F--	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$6,000.00		0.00			
35	WTSP	09/22/12	09/22/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$150.00		0.00			
36	WTSP	09/22/12	09/22/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$300.00		0.00			
37	WTSP	09/22/12	09/22/12	NCAA Football Game #2CM NCAA Football Game #2	CM	3-7p	-----S-	:30	3	\$5,000.00	P-3	0.00	NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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**WTSP-TV**

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37	WTSP	09/22/12	09/22/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p	-----S-	:30	3	\$5,000.00	P-3	0.00	NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		3				\$5,000.00		0.00			
38	WTSP	09/22/12	09/22/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$1,400.00		0.00			
39	WTSP	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		2				\$1,000.00		0.00			
E 40	WTSP	09/23/12	09/23/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$1,000.00		0.00			
41	WTSP	09/23/12	09/23/12	NFL Football Game #1 NFL Football Game #1	CM	1-4p	-----S	:30	3	\$8,000.00	P-3	0.00	NM	3	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		3				\$8,000.00		0.00			
E 42	WTSP	09/23/12	09/23/12	NFL Football Game #2* NFL Football Game #2	CM	4-7p	-----S	:30	3	\$10,000.00	P-3	0.00	NM	3	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		3				\$10,000.00		0.00			
43	WTSP	09/23/12	09/23/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$9,000.00		0.00			
44	WTSP	09/23/12	09/23/12	Sun Prime C The Good Wife	CM	Sun 9-10p	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$7,000.00		0.00			
45	WTSP	09/23/12	09/23/12	Sun Prime D The Mentalist	CM	Sun 10-11p	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$7,000.00		0.00			
													Totals	115	\$219,250.00